

# Crisis and Emergency Risk Communications Plan



January 2010 Updated  
Louisiana Department of Health and Hospitals

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# Summary

The Louisiana Department of Health and Hospitals (DHH) Crisis and Emergency Risk Communications Plan details the actions that will be implemented in the event of a natural disaster, disease outbreak, man-made emergency including bioterrorism, nuclear, or chemical event or other public health emergency. Timely, consistent, and accurate communications can impact how the media, public and clinical health care communities react to an event.

In alignment with the United States Department of Homeland Security's National Emergency Communications Plan<sup>1</sup>, the DHH Crisis and Emergency Risk Communications Plan provides guidance on formal decision-making structures and defining leadership roles for coordinating emergency communications capabilities; collaborating with other Divisions and Departments within State and local government structure; driving strategic planning opportunities within communications, and; integrating preparedness, mitigation, response, and recovery capabilities in all phases of communications. This document also adheres to the directive that models should be implemented for specified events and all-hazards response, wherein agencies should develop, coordinate, and share best practices and procedures that encompass both operational and technical components. Command and control protocols should be NIMS-compliant and incorporate the ICS as an operational guide.<sup>2</sup>

The Louisiana Emergency Health Powers Act as well as Louisiana State Administrative code grants authority to the Louisiana Department of Health and Hospitals to coordinate all matters pertaining to the catastrophic health emergency response of the state, including primary jurisdiction, responsibility, and authority for organizing public information activities regarding catastrophic health emergency operations.<sup>3</sup>

The Louisiana Department of Health and Hospitals (DHH) is designated as the primary state coordinating agency for Public Health and Medical Services in the State of Louisiana Emergency Operations Plan.<sup>4</sup> In addition, DHH is a supporting agency for 10 of the remaining 15 Emergency Support Functions (ESF).

This document provides the framework for all internal state government communications as well as external stakeholder messaging, both in a forecasted potential event/scenario, such as a pandemic influenza, anthrax attack, chemical spill, hurricane or other public health catastrophic events through the coordination and direction of the DHH via the Bureau of Media and Communications (BMAC).

## Purpose

- Explain and inform the public, in simplest terms, about the risks.
- Increase the likelihood that the public will take the needed precautions.
- Reduce anxiety and avoid unnecessary care seeking by those not at risk.
- Facilitate relief efforts.

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<sup>1</sup> United States Department of Homeland Security, Office of Emergency Communications. National Emergency Communications Plan. July 2008. ([http://www.dhs.gov/xlibrary/assets/national\\_emergency\\_communications\\_plan.pdf](http://www.dhs.gov/xlibrary/assets/national_emergency_communications_plan.pdf))

<sup>2</sup> Ibid, page 22.

<sup>3</sup> Louisiana Emergency Health Powers Act

<sup>4</sup> See Executive Order No. KBB 05 in State of Louisiana OHSEP Emergency Operations Plan

## Objectives

- Be the first source for information
- Develop a single, clear, and cogent message for the public.
- Deliver the message quickly and with credibility.
- Utilize all available communications vehicles to maximize reach.
- Immediately address rumors, inaccuracies, and misperceptions.
- Avoid harmful actions instigated by crisis-related psychological issues.
- Coordinate and collaborate with other credible sources.
- Promote cooperation between response partners.

Communications preparedness for disease outbreaks, natural disasters, acts of aggression or accidents follows seven key risk communications concepts.

1. When health risks are uncertain, as likely will be the case during a flu pandemic, hurricane, botulism, anthrax attack or any other public health crisis, people need information about what is known and unknown, as well as interim guidance to formulate decisions to help protect their health and the health of others.
2. Coordination of message development and release of information among federal, state, and local health officials is critical to help avoid confusion that can undermine public trust, raise fear and anxiety, and impede response measures.
3. Guidance to community members about how to protect themselves and their family members and colleagues is an essential component of crisis communication management.
4. Information provided to the public should be technically correct and succinct without seeming patronizing.
5. Information presented should minimize speculation and avoid over-interpretation of data, overly confident assessments of investigations and control measures.
6. A public health crisis will generate immediate, intense, and sustained demand for information from the public, healthcare providers, policy makers, and new media. Healthcare workers and public health staff are likely to be involved in media relations and public health communications.
7. Timely and transparent dissemination of accurate, science-based information about the crisis and the progress of the response can build public trust and confidence.<sup>5</sup>

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<sup>5</sup> United States Department of Health and Human Services. Pandemic Influenza Plan, Supplement 10 Public Health Communications. (<http://www.hhs.gov/pandemicflu/plan/sup10.html>)

# **Crisis Communications Line and Staff Responsibilities**

## **Chain of Command**

In times of emergency, when a State of Emergency is declared by the Governor or when the decision is made to activate operations at either the State or Department of Health and Hospitals Emergency Operations Center, the DHH Communications Director shall direct all media and communications issues for the agency and its offices. This includes the authority over the work assignments and scheduling of all communications personnel within the agency. For example, for emergencies that require the activation of a Joint Information Center (JIC), the DHH Communications Director will reassign communications staff to ensure that DHH is represented within the JIC. Staffing of the JIC will take priority over staffing of the DHH Emergency Operations Center. It is the responsibility of the Communications Director to keep the incident commander and agency executive staff members informed of communications personnel assignments.

## **Command and Control**

The director of the Bureau of Media and Communications (BMAC), or in his/her absence, DHH Public Information Officers will assume these responsibilities:

- Direct work related to the release of information to the media, public, and partners.
- Activate the plan based on careful assessment of the situation and the expected demands for information by media, partners, and the public.
- Coordinate with horizontal communications partners as outlined in the plan to ensure that messages are consistent and within the scope of DHH's responsibility.
- Provide updates to the DHH Secretary, State Health Officer, Office of Public Health Assistant Secretary, Emergency Operations Center (EOC) Command and Governor's Office, as determined in the plan.
- Advise the DHH Secretary and the chain of command regarding information to be released, based on the DHH role of response.
- Ensure that risk communication principles are employed in all contact with the media, public, and partner information release efforts.
- Know incident-specific policy, science, and situation.
- Review and approve materials for release to the media, public, and partners.
- Obtain required clearance of materials for release to media on all information not previously cleared.
- Determine the operational hours/days, and reassess these throughout the emergency response.
- Ensure that resources are available (people, equipment, and supplies).

## **Direct Media**

Public Information Officers or other BMAC personnel as appointed by the Communications Director, will:

- Assess media needs and organize mechanisms to fulfill those needs during the crisis.
- Triage the response to media requests and inquiries.
- Ensure that media inquiries are addressed as appropriate.
- Support spokespersons.
- Develop and maintain media contact lists and contact logs.
- Produce and distribute media advisories and news releases.
- Produce and distribute materials, like fact sheets, audio releases, and video releases.
- Ensure that risk communication principles to build trust and credibility are incorporated into all public messages delivered through the media.

- Act as a member of the Joint Information Center (JIC) or field site team for media relations.
- Serves as a liaison from DHH to the Joint Information Center

### **Direct Public Information**

Communications office personnel as appointed by the Communications Director shall:

- Manage the mechanisms to respond to the public who request information directly from the organization by telephone, in writing, or by e-mail:
- Oversee media monitoring system and reports (analyzing news clips and video collected, and to identify concerns, interests, and needs arising from the crisis and the response);
- Supervise the telephone information line established within the OPH Emergency Operations Center:
- Manage the email inquiries received through the website:
- Activate or participate in the public correspondence system.
- Organize and manage, with the Webmaster, the emergency response website and social media, including establishing links to other emergency response Web sites.

### **Direct Partner/Stakeholder Information**

Communications office personnel, or other qualified DHH staff, as appointed by the Communications Director shall:

- Establish communication protocols based on prearranged agreements with identified partners and stakeholders.
- Arrange regular partner briefings and updates.
- Solicit feedback and respond to partner information requests and inquiries.
- Oversee partner/stakeholder monitoring systems and reports (analyzing environment and trends to determine needed messages, to discover which information needs to be corrected and to identify concerns, interests, and needs arising from the crisis and to the response).
- Help organize and facilitate official meetings to provide information and to receive input from partners and stakeholders.
- Develop and maintain lists and call logs of legislators and special interest groups.
- Respond to requests and inquiries from legislators and special interest groups.

### **Content and Material for Public Health Emergencies**

Communications office personnel, or other qualified DHH staff, as appointed by the Communications Director shall:

- Develop and establish mechanisms to rapidly receive information from the EOC regarding the public health emergency.
- Translate EOC situation reports and meeting notes into information appropriate for public and partner needs.
- Work with subject matter experts to create situation-specific fact sheets, Q/A sheets, and updates.
- Compile information on possible public health emergency topics for release when needed.
- Test messages and materials for cultural and language requirements of special populations.
- Receive input from other communication team members regarding content and message needs.
- Use analysis from media, public and partner monitoring systems to adopt messages.
- Identify additional content requirements and material development.

# Information Verification and Approval

Four people should officially clear a document before it's released from DHH.

1. The Secretary of DHH/State Health Officer or his designee.
2. The DHH Chief of Staff
3. Director of the Bureau of Media and Communications or, in his/her absence, Public Information Officers.
4. The subject matter expert at DHH/OPH.

Others, such as agency legal counsel, may provide input and suggestions as needed.

As a courtesy, response agencies and partners with a stake in the release will also be provided with a pre-release copy, as time allows.

Information posted on the Internet and links (other than to official Web sites such as the CDC) shall undergo the same process. Information cleared for release shall automatically be cleared for Web page release as well.

# Information Release Authorizations

Information release will be handled in accordance with the provisions of the Louisiana Emergency Health Powers Act and Emergency Support Function 15 – Public Information Annex of the State of Louisiana Emergency Operations plan.

## **Louisiana Emergency Health Powers Act**

1. In addition to the information provided in the declaration of a state of public health emergency as set out in R.S. 29:766(B), the Secretary of the Department of Health and Hospitals or his designee shall inform the public how to protect themselves during a state of emergency, and what actions are being taken to control the emergency.
2. Means of dissemination. The Secretary of the Department of Health and Hospitals or his designee shall provide information by all available and reasonable means calculated to bring the information promptly to the attention of the general public.
3. Languages. If the Secretary of the Department of Health and Hospitals or his designee has reason to believe there are large numbers of people of the state who lack sufficient skills in English to understand the information, the public health authority shall make reasonable efforts to provide the information in the primary languages of those people as well as in English.
4. Access. The provision of information shall be made in a manner accessible to individuals with disabilities.<sup>6</sup>

## **ESF 15 – Public Information Annex**

### Mitigation:

1. The Director, Governor's Office of Homeland Security and Emergency Preparedness (GOHSEP), will designate an ESF 15 Public Information Officer who will be the Coordinator of information programs and initiatives.
2. The ESF 15 Coordinator will coordinate with other state departments and agencies to develop and maintain information and educational programs for the general public.

### Preparedness:

1. The ESF 15 Coordinator will develop plans, procedures and agreements with other state agencies, private and commercial communications media and media-related volunteer groups and individuals in order to have responsive channels for the dissemination of emergency information.
2. The ESF 15 Coordinator will develop plans, procedures and agreements for the activation and operation of a Joint Information Center (JIC) for large scale and catastrophic incidents and emergencies. The ESF Coordinator will work with Federal authorities to make sure that Federal Government public information activities will be integrated into the State JIC as needed.

### Response:

1. The ESF 15 Coordinator will begin operating in the State EOC and initiate contact with the Public Information officers of the State and local agencies to ensure that valid and timely information is processed and released to the news media and the public. The highest priority will be for information about potential threats to the public. Evacuation warnings will be given special attention. An aggressive rumor control effort will be pursued.
2. The Governor or the Press Secretary to the Governor will release all official Emergency Public Information (EPI), provided by the GOHSEP Director about State operations and assistance

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<sup>6</sup> R.S. 29:770 of the Louisiana Emergency Health Powers Act



during a disaster. Upon direction of the Governor or the Governor's Press Secretary, this function may be delegated to the GOHSEP Director and the ESF 15 Coordinator.

3. If the event is of such a magnitude that catastrophic news coverage can be expected, the ESF 15 Coordinator will advise the Director whether it would be advisable to activate a JIC. When the decision is made the Coordinator will ensure that all appropriate organizations and individuals are represented and able to function in the JIC. When federal authorities enter into operations they will be integrated into the JIC.

Recovery:

1. Emergency Public Information activities will continue as long as they are needed. The Coordinator will continue to monitor information needs to determine when activities can be turned to recovery.
2. As soon as possible after the emergency has passed, all agencies involved in the emergency will conduct assessments. Assessments will be used to define the need for resources and strategies needed for future operations. If a JIC had been activated its operations will be evaluated and, if necessary, its operational procedures will be reviewed and changed for future operations.<sup>7</sup>

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<sup>7</sup> Emergency Support Function 15 – Public Information Annex, State of Louisiana Emergency Operations Plan

# Communicating with Partners and Stakeholders

The Bureau of Media and Communications will:

- Establish communication protocols based on prearranged agreements with identified partners and stakeholders.
- Arrange regular partner briefings and updates.
- Solicit feedback and responds to partner information requests and inquiries.
- Oversee partner/stakeholder monitoring systems and reports (e.g., analyzing environment and trends to determine needed messages, determining what misinformation needs to be corrected, identifying concerns, interests, and needs arising from the crisis and the response).
- Help organize and facilitate official meetings to provide information and receive input from partners and stakeholders.
- Develop and maintain lists and call logs of legislators and special interest groups.
- Respond to legislators, special interest group requests, and inquiries.

# Communicating with Special Populations

The Bureau of Media and Communications has developed specialized plans and materials to reach special populations including:

- Hispanic Residents
- Vietnamese Residents
- Low Income
- Low Literacy
- Rural Populations
- Disabled (Physical & Mental)

# Designated Spokespersons

## **Primary Spokespersons**

- Secretary of DHH
- State Health Officer
- Deputy Secretary
- Chief of Staff
- Director, Bureau of Media and Communications
- Office of Public Health Assistant Secretary
- Office of Public Health Medical Director
- State Epidemiologist
- Center for Community Preparedness Director
- Regional Medical Directors

## **Secondary Spokespersons**

- Regional Administrators
- Public Health Emergency Response Coordinators
- Public Information Officers
- Designated staff from the Office of Mental Health

# Crisis Information Dissemination Vehicles

- Phone
  - Communicator – Automated Calling
  - Toll-Free Regional Hotlines
- Fax
  - Pre-programmed broadcast fax to media
  - Health Alert Network – Pre-programmed broadcast fax to partners
- Email
- Mail
- In-Person
  - Town Hall Meetings
  - Press Briefings
- Websites
  - DHH Emergency Websites
  - Social Media
    - Twitter
    - Facebook
    - Blogs
- Media
  - Radio
  - Print
  - Television
  - Web
- Instant Messaging
  - Access to Instant Messaging Networks
- Fliers
- Emergency Alerts System (EAS)
- Blackberry Network
- Motorola Two-way Pagers
- 800 Mhz Radios
- Motorola Two-way Radios
- HAM Radio Network

# Evaluating Effectiveness Before, During and After an Emergency

The Bureau of Media and Communications will:

- Continue to gather and check the facts. What happened? What was done to keep this situation from happening? What can be done to keep it from getting worse?
- Determine what DHH is doing to end this crisis. Is there an investigation? Who's involved in the investigation?
- Determine what other agencies/organizations are doing to solve this crisis.
- Determine who is being affected by this crisis. What are their perceptions? What do they want and need to know?
- Determine what the public should be doing?
- Activate media monitoring.
- Determine what's being said about the event. Is the information accurate?<sup>8</sup>

These feedback loops will be utilized to refine messaging.

## Testing, Training, and Exercise

Risk Communication-specific trainings and exercises will be incorporated into the multi-year training calendar (as required by and compliant with Homeland Security Exercise and Evaluation Program, or HSEEP) and as recommended by the United States Department of Homeland Security. These activities are coordinated through and documentation maintained by the DHH Center for Community Preparedness (CCP). In addition to the specific Risk Communications training, partners are advised that they should also validate their internal and external communications capabilities and have emergency communications plans developed and tested at-least annually. The DHH BMAC participates in tabletops as well as other exercises as a means of collaborative preparations for readiness.

The Multi-Year Strategy and Program Management Plan will be maintained by CCP as a separate document from this Plan as it is updated on a near-weekly basis when trainings have been completed. It will be monitored and modified as appropriate.

## Annual Review Process

The DHH BMAC shall review this Plan prior to and after each threat level change. This includes the implementation of additional threat level activities and may require adjustments to the Emergency Communications Plan as necessary.

This Emergency Communications Plan is reviewed and updated annually.

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<sup>8</sup> Page 82, Crisis Emergency Risk Communication, September 2002, Centers for Disease Control and Prevention

# Pre-Approved Crisis Information

In an effort to have ready-to-go information for use in a crisis situation, the Department of Health and Hospitals has created biological “Shelf Kits” which contain emergency response public information materials. Kits have been distributed to the following individuals:

- DHH Secretary
- State Health Officer
- OPH Assistant Secretary
- OPH Medical Director
- 9 Regional Medical Directors
- State Epidemiologist
- OPH Immunization Medical Director
- Bureau of Media & Communications Director
- OPH Pharmacy Director
- OPH Chief Nurse
- Center for Community Preparedness Director
- Center for Community Preparedness Public Information Officer
- Office of Mental Health Coordinator
- State Police Public Affairs Chief
- Louisiana National Guard Public Affairs Officer

Additional copies are kept in a secure location at the Center for Community Preparedness, and DHH Emergency Operations Center.

Kits have been created in response to the six “Class A” bioterror agents as identified by the Centers for Disease Control and Prevention.

- Anthrax
- Botulism
- Plague
- Smallpox
- Tularemia
- Viral Hemorrhagic Fevers
- Flu and Pandemic Flu
- Hurricane

Information contained within the kits is as follows:

## **Information Items**

- Letter from Secretary, DHH
- Staff Instructions for Kit Use
- Family Readiness Guide – Copy of newspaper insert
- Response Communication Summary
- Staff Protocol for Volunteers
- Response Workers Support
- Talking to Children
- On-site Incident Response: *Top 18 Thing to Think About Now*

Items for External Distribution by Bureau of Media and Communications

- Television Public Education Announcement (and script)
- Radio Public Education Announcement (and script)
- Newspaper Public Education Announcements (Ad creative, sample media alerts, sample media advisories and sample press releases)

**Action Items**

Poster: *Medications Here* (if applicable)

Video Loop #1 – “Reassure” (if applicable)

Video Loop #2 – “Dispensing” (if applicable)

Dispensing Site Signage (if applicable)

Shelf Kits (similar to those mentioned above) to address Chemical and Radiological situations are in the development process.



# Appendix

## Appendix A – Common Acronyms

BMAC	Bureau of Media and Communications	LDNR	La. Department of Natural Resources
CDC	Centers for Disease Control and Prevention	LDSS	La. Department of Social Services
CCP	Center for Community Preparedness	DWF	La. Department of Wildlife and Fisheries
CERC	Crisis Emergency Risk Communications	LHA	Louisiana Hospital Association
DEQ	Department of Environmental Quality	LSP	Louisiana State Police
DHH	Department of Health and Hospitals	LSUHSC	Louisiana State University Health Center
DHHS	Department of Health and Human Services	MOA	Memorandum of Agreement
DHS	Department of Homeland Security	MOU	Memorandum of Understanding
DOC	Department of Corrections	NIH	National Institutes of Health
DOD	Department of Defense	NIMS	National Incident Management System
DOE	Department of Energy	NOAA	National Oceanic and Atmospheric Administration
DOT	Department of Transportation	NRP	National Response Plan
EAS	Emergency Alert System	NWS	National Weather Service
EOC	Emergency Operations Center	OAD	Office of Addictive Disorders
EMS	Emergency Medical Services	OCDD	Office for Citizens with Developmental Disabilities
EPA	Environmental Protection Agency	OMH	Office of Mental Health
ERC	Emergency Response Coordinator	OPH	Office of Public Health
ERT	Emergency Response Team	OSHA	Occupational Safety and Health Administration
ESF	Emergency Support Function	PIO	Public Information Officer
FDA	Food and Drug Administration	SNS	Strategic National Stockpile
FEMA	Federal Emergency Management Agency	TDY	Temporary Duty Station
FOIA	Freedom of Information Act	UCS	Unified Command System
FBI	Federal Bureau of Investigation	USDA	United State Department of Agriculture
GOHSEP	Governor's Office of Homeland Security and Emergency Preparedness	USPS	United States Postal Service
HRSA	Health Resources and Service Administration	YTD	Year to Date
IC	Incident Commander		
ICS	Incident Command System		
JIC	Joint Information Center		
JOC	Joint Operations Center		
LANG	La. National Guard		
LDAF	La. Department of Agriculture and Forestry		
LDOE	La. Department of Education		
LDOTD	La. Department of Transportation and Development		

## **Appendix B – Regional & Local Media Contact List**

The primary source for this information is the Louisiana Department of Health and Hospitals media database.

The media database is updated continually through usage for normal Communication office activities.

The list will be organized to allow for distribution by region, reach or other criteria.

## **Appendix C – Emergency Contact Information - Partners**<sup>9</sup>

### **State**

<b>Partner</b>	<b>Name</b>	<b>Title</b>	<b>Address</b>	<b>Phone</b>	<b>Email</b>
Department of Revenue	Byron Henderson	Press Secretary	617 N. 3rd St., Baton Rouge, LA 70802	225-219-2156 office 225-620-6267 cell 225-387-3601 home 225-219-2708 fax	<a href="mailto:byron.henderson@la.gov">byron.henderson@la.gov</a>
Wildlife & Fisheries	Bo Boehringer	Press Secretary	P.O. Box 98000 Baton Rouge, LA 70898-9000	225-765-5115 office 225-938-6391 cell 225-765-2607 fax 225-291-3339 home	<a href="mailto:bboehringer@wlf.louisiana.gov">bboehringer@wlf.louisiana.gov</a>
Governor's Office	Melissa Sellers	Communications Director	P.O. Box 94004 Baton Rouge, LA 70804	225-342-8006 office 225-485-6654 cell 225-342-8320 fax	<a href="mailto:Melissa.sellers@la.gov">Melissa.sellers@la.gov</a>
Louisiana National Guard	Col. Michael Kazmierzak	Director-LANG Public Affairs Officer	6400 St. Claude Ave., New Orleans LA. 70117	504-278-8286 office 225-329-8122 cell	<a href="mailto:Michael.kazmierzak@us.army.mil">Michael.kazmierzak@us.army.mil</a>
Department of Education	Rene' Greer	Communications Director	P.O. Box 94064 Baton Rouge, LA 70804-9064	225-342-0192 office 225-413-3245 cell 225-342-0193 fax 225-929-7970 home	<a href="mailto:rene.greer@la.gov">rene.greer@la.gov</a>
Department of Insurance	Judy Wright	Communications Director	1702 N. 3 <sup>rd</sup> Street Baton Rouge, LA 70802	225-342-9892 office 225-485-6523 cell 225-342-4652 fax	<a href="mailto:jwright@ldi.la.gov">jwright@ldi.la.gov</a>
Governor's Office/Coastal Protection and Restoration	Andrea Taylor	Communications Director	1051 North 3 <sup>rd</sup> St. Baton Rouge, LA 70802, Ste. 138	225-342-4625 office 225-342-5214 fax 225-229-5126 cell	<a href="mailto:Andrea.taylor@la.gov">Andrea.taylor@la.gov</a>
Louisiana Public Broadcasting	Beth Courtney	President & CEO	7733 Perkins Road Baton Rouge, LA 70810	225-767-5660 office	<a href="mailto:bcourtney@lpb.org">bcourtney@lpb.org</a>
Department of Natural Resources	Anna Dearmon	Communications Director	617 N. 3rd St., Baton Rouge, LA 70804 LaSalle Office Building Room 1237	225-342-0058 office 225- cell 225-342-3442 fax	<a href="mailto:Anna.dearmon@la.gov">Anna.dearmon@la.gov</a>
Louisiana Economic Development	Carole Dupre	Communications Director	Louisiana Economic Development 1051 North Third Street Baton Rouge, LA 70802	225-342-9005 office 225-772-6942 cell 225-342-3551 fax 225-755-7448 home	<a href="mailto:cdupre@la.gov">cdupre@la.gov</a>
Governor's Office	Kyle Plotkin	Press Secretary	P.O. Box 94004 Baton Rouge, LA 70804	225-342-8006 office 225-328-3755 cell 225-342-8320 fax	<a href="mailto:Klye.plotkin@la.gov">Klye.plotkin@la.gov</a>

<sup>9</sup> Not for Public Distribution

Partner	Name	Title	Address	Phone	Email
Board of Regents	Meg Casper	Associate Commissioner for Public Affairs	P.O. Box 3677 Baton Rouge, LA 70821-3677	225-342-4253 office 225-342-9318 fax	<a href="mailto:Meg.casper@regents.la.gov">Meg.casper@regents.la.gov</a>
Governor's Office	Frank Collins	Deputy Press Secretary	P.O. Box 94004 Baton Rouge, LA 70804	225-342-8006 office 225-252-4327 cell 225-342-8320 fax 318-347-4981 home	<a href="mailto:Frank.collins@la.gov">Frank.collins@la.gov</a>
Louisiana Recovery Authority	Darin Mann	Communications Director	150 N. 3 <sup>rd</sup> Street Baton Rouge, LA 70801	225-342-1781 office 225-485-8033 cell 225-342-1884 fax 225-755-8000 home	<a href="mailto:darin.mann@la.gov">darin.mann@la.gov</a>
Department of Health and Hospitals	Lisa Faust	Communications Director	628 N. 4 <sup>th</sup> Street Baton Rouge, LA 70802	225-342-7913 office 225-342-1532 sec 225-342-3738 fax 225-252-3579 cell	<a href="mailto:lisa.faust@la.gov">lisa.faust@la.gov</a>
Department of Corrections	Pam Laborde	Communications Director	P.O. Box 94304 Baton Rouge, LA 70804	225-219-0499 office 225-938-5945 cell 225-342-1361 fax 225-201-9060 home	<a href="mailto:plaborde@corrections.state.la.us">plaborde@corrections.state.la.us</a>
Department of Transportation and Development	Jodi Conachen	Communications Director	1201 Capitol Access Road Baton Rouge, LA 70802	225-379-1275 office 225-324-2513 cell 225-379-1863 fax	<a href="mailto:Jodi.conachen@la.gov">Jodi.conachen@la.gov</a>
Governor's Office	Lauren Wingo	Assistant Press Secretary	P.O. Box 94004 Baton Rouge, LA 70804	225-342-8006 office 225-342-8320 fax	<a href="mailto:Lauren.wingo@la.gov">Lauren.wingo@la.gov</a>
Department of Environmental Quality	Rodney Mallet	Communications Director/Press Secretary	602 N. 5th Street, 9th floor Baton Rouge, LA 70802	225-219-3964 office 225-329-9743 cell 225-219-3971 fax 225-753-6614 home	<a href="mailto:rodney.mallett@la.gov">rodney.mallett@la.gov</a>
Dept. of Public Safety/State Police	Lt. Doug Cain	State Police Public Information Officer	P.O. Box 66614 Baton Rouge, LA 70896-6614	225-925-6183 office 225-925-6202 office 225-921-4502 cell 225-925-3717 fax	<a href="mailto:Doug.cain@dps.la.gov">Doug.cain@dps.la.gov</a>
Dept. of Public Safety/State Police	Sgt. Markus Smith	State Police Public Information Officer	P.O. Box 66614 Baton Rouge, LA 70896-6614	225-925-6202 office 225-938-2488 cell 225-925-3717 fax	<a href="mailto:Markus.smith@dps.la.gov">Markus.smith@dps.la.gov</a>
Southern Univ. System	Katara Williams	Director of Media Relations	Southern University Office of the President J.S. Clark Admin. Bldg. 4th Floor, Baton Rouge, LA 70813	225-771-4941 office 225-205-0606 cell 225-771-4242 fax	<a href="mailto:Katara_williams@sus.edu">Katara_williams@sus.edu</a>

Partner	Name	Title	Address	Phone	Email
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Lieutenant Governor's Office	Cami Geisman	Communications Director	1051 N. 3rd Street Baton Rouge, LA 70804	225-342-1013 office 225-241-7330 cell 225-342-1949 fax	<a href="mailto:cgeiman@crt.la.gov">cgeiman@crt.la.gov</a>
Louisiana Workforce Commission	Lynn Dias-Button	Public Information Director	1001 N. 23rd St. Baton Rouge, LA 70804-9094	225-342-3267 office 225-200-8087 cell 225-342-3743 fax	<a href="mailto:Ldias-button@lwc.la.gov">Ldias-button@lwc.la.gov</a>
PIO DESK/ DHH/OPH EOC Command Center				225-763-5754	<a href="mailto:eocpio@la.gov">eocpio@la.gov</a>
Office of Homeland Security and Emergency Preparedness	Veronica Mosgrove	Communications Director	7667 Independence Blvd., Baton Rouge, LA 70806	225-358-5667 Office 225-573-3718 Cell 225-925-7348 Fax	<a href="mailto:vmosgrove@OHSEP.Louisiana.gov">vmosgrove@OHSEP.Louisiana.gov</a>
Louisiana Economic Development	Matt Braud	Press Secretary	Louisiana Economic Development 1051 North Third Street Baton Rouge, LA 70802	225-342-3437 office 225-335-3392 cell 225-342-3551 fax	<a href="mailto:mbraud@la.gov">mbraud@la.gov</a>
Department of Social Services	Trey Williams	Communications Director	P.O. Box 3776 Baton Rouge, LA 70821	225-342-6700 office 225-436-9582 cell 225-766-8499 home 225-342-8636 fax	<a href="mailto:Trey.williams@dss.la.gov">Trey.williams@dss.la.gov</a>
Department of Insurance	Lori Cherry	Deputy Commissioner of Public Affairs	1702 N. 3 <sup>rd</sup> Street Baton Rouge, LA 70802	225-342-4950 office 225-571-3879 cell 225-342-4652 fax	<a href="mailto:Lcherry@ldi.la.gov">Lcherry@ldi.la.gov</a>

## Federal – CDC

Partner	Name	Title	Work Phone	Emergency #	Email
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Centers for Disease Control and Prevention Media Relations	Von Roebuck Thomas Skinner Bernadette Burden Karen Hunter	Acting Directors	404-639-3286		<a href="mailto:vroebuck@cdc.gov">vroebuck@cdc.gov</a> <a href="mailto:tskinner@cdc.gov">tskinner@cdc.gov</a> <a href="mailto:bburden@cdc.gov">bburden@cdc.gov</a> <a href="mailto:khunter@cdc.gov">khunter@cdc.gov</a>
Press Office Media Line			404-639-3286		
Emergency After-Hours On Call			770-488-7100 Mon - Sat	770-488-7100 Sunday	
Office of Terrorism Preparedness & Emergency Response	Von Roebuck	Public Information Officer	404-639-7284	404-202-1030	<a href="mailto:ver5@cdc.gov">ver5@cdc.gov</a>
National Center for Infectious Disease	Tom Skinner	Public Information Officer	404-639-7851	404-625-7579	<a href="mailto:tw3@cdc.gov">tw3@cdc.gov</a>

## Federal – FEMA

Partner	Name	Title	Work Phone	Emergency #	Email
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FEMA Region 6	Gary Jones	Deputy Regional Administrator	940-898-5123	940-368-6958	Gary.jones@dhs.gov

## **Appendix D – SB 908 Emergency Health Powers Act – R.S. 29:766 and R.S. 29:770**

### **R.S. 29:766**

#### **§766. Declaration of a state of public health emergency**

##### **A. Declaration.**

A state of public health emergency may be declared by executive order or proclamation of the governor, following consultation with the public health authority, if he finds a public health emergency as defined in R.S. 29:762 has occurred or the threat thereof is imminent.

##### **B. Content of declaration.**

A state of public health emergency shall be declared by an executive order or proclamation that indicates the nature of the public health emergency, the area or areas which are or may be affected, and the conditions which have brought it about or which make possible the termination of the state of disaster or emergency. An executive order or proclamation shall be disseminated promptly by means reasonably calculated to bring its contents to the attention of the general public and, unless the circumstances attendant upon the public health emergency prevent or impede it, the executive order or proclamation shall be promptly filed with the Governor's Office of Homeland Security and Emergency Preparedness, with the Department of Health and Hospitals, office of public health, and with the secretary of state.

##### **C. Effect of the declaration.**

The declaration of a state of public health emergency by the governor shall activate the state's emergency response and recovery program under the command of the director of the Governor's Office of Homeland Security and Emergency Preparedness.

##### **D. Emergency powers.**

During a state of public health emergency, in addition to any powers conferred upon the governor by law, he may do any or all of the following:

(1) Suspend the provisions of any regulatory statute prescribing procedures for the conducting of state business, or the orders, rules, or regulations of any state agency, if strict compliance with the provisions of any statute, order, rule, or regulation would in any way prevent, hinder, or delay necessary action in coping with the emergency.

(2) Utilize all available resources of the state government and of each political subdivision of the state as reasonably necessary to cope with the disaster or emergency.

(3) Transfer the direction, personnel, or functions of state departments and agencies or units thereof for the purpose of performing or facilitating emergency services.

(4) Subject to any applicable requirements for compensation, commandeer or utilize any private property if he finds this necessary to cope with the disaster or emergency.

(5) Direct and compel the evacuation of all or part of the population from any stricken or threatened area within the state if he deems this action necessary for the preservation of life or other disaster mitigation, response or recovery.

(6) Prescribe routes, modes of transportation, and destination in connection with evacuation.

(7) Control ingress and egress to and from a disaster area, the movement of persons within the area, and the occupancy of premises therein.

(8) Suspend or limit the sale, dispensing, or transportation of alcoholic beverages, firearms, explosives, and combustibles.

(9) Make provision for the availability and use of temporary emergency housing.

E. Coordination.

The Governor's Office of Homeland Security and Emergency Preparedness, through consultation with the secretary of the Department of Health and Hospitals, shall coordinate all matters pertaining to the public health emergency response of the state. The Governor's Office of Homeland Security and Emergency Preparedness, through consultation with the secretary of the Department of Health and Hospitals, shall have primary jurisdiction, responsibility and authority for:

(1) Planning and executing public health emergency assessment, mitigation, preparedness response, and recovery for the state.

(2) Coordinating public health emergency response between the state and local authorities.

(3) Collaborating with relevant federal government authorities, elected officials of other states, private organizations or companies.

(4) Coordinating recovery operations and mitigation initiatives subsequent to public health emergencies.

(5) Organizing public information activities regarding public health emergency response operations.

F. Identification.

(1) After the declaration of a state of public health emergency, special identification for all public health personnel working during the emergency shall be issued as soon as possible.

(2) The identification shall indicate the authority of the bearer to exercise public health functions and emergency powers during the state of public health emergency.

(3) Public health personnel shall wear the identification in plain view.

§767. Enforcement of a declaration of public health emergency

**R.S. 29:770.**

§770. Public information regarding a public health emergency

A. Dissemination of information.

(1) In addition to the information provided in the declaration of a state of public health emergency as set out in R.S. 29:766(B), the secretary of the Department of Health and Hospitals or his designee shall inform the public how to protect themselves during a state of public health emergency, and what actions are being taken to control the emergency.



(2) Means of dissemination. The secretary of the Department of Health and Hospitals or his designee shall provide information by all available and reasonable means calculated to bring the information promptly to the attention of the general public.

(3) Languages. If the secretary of the Department of Health and Hospitals or his designee has reason to believe there are large numbers of people of the state who lack sufficient skills in English to understand the information, the public health authority shall make reasonable efforts to provide the information in the primary languages of those people as well as in English.

(4) Access. The provision of information shall be made in a manner accessible to individuals with disabilities.

B. Access to mental health support personnel.

(1) During a declaration of a state of public health emergency, the secretary of the Department of Health and Hospitals or his designee shall provide information about and referrals to mental health support personnel to address psychological responses to the public health emergency.

(2) After a declaration of a state of public health emergency, the secretary of the Department of Health and Hospitals or his designee shall provide information about and referrals to mental health support personnel to address psychological responses to the public health emergency.

Acts 2003, No. 1206, §1.

§771. Miscellaneous

## **Appendix E – Emergency Support Function 15 – Public Information Annex**

### **I. PURPOSE:**

ESF 15 Public Information provides information and external communications to inform people about the threat from natural and technological emergencies and disasters and the precautions and response measures that the State and local governments are taking to protect and preserve life and property. ESF 15 will advise people of actions they need to take during emergencies and disasters.

### **II. SCOPE:**

The ESF will encompass the operations of State, Parish and local information efforts, including the activation and operation of a Joint Information Center. State services and assistance provided under this function shall include the responsibilities and actions to be taken to provide the public with essential information about proposed or implemented emergency actions and operations, using all available methods and media. Public information provided before, during and after disasters and emergencies, will provide clear, concise and accurate information on the existing situation in the disaster area, actions being taken by the authorities and actions to be taken by the people. Every effort shall be made to minimize and counter rumors, hearsay and half-truths.

### **III. CONCEPT OF OPERATIONS:**

#### **A. MITIGATION:**

1. The Director, GOHSEP, will designate an ESF 15 Public Information Officer who will be the Coordinator of information programs and initiatives.
2. The ESF 15 Coordinator will coordinate with other state departments and agencies to develop and maintain information and education programs for the general public.

#### **B. PREPAREDNESS:**

1. The ESF 15 Coordinator will develop plans, procedures and agreements with other state agencies, private and commercial communications media and media-related volunteer groups and individuals in order to have responsive channels for the dissemination of emergency information.
2. The ESF 15 Coordinator will develop plans, procedures and agreements for the activation and operation of a Joint Information Center (JIC) for large scale and catastrophic incidents and emergencies. The ESF Coordinator will work with Federal authorities to make sure that Federal Government public information activities will be integrated into the State JIC as needed.

#### **C. RESPONSE:**

1. The ESF 15 Coordinator will begin operating in the State EOC and initiate contact with the Public Information officers of State and local agencies to ensure that valid and timely information is processed and released to the news media and the public. The highest priority will be for information about potential threats to

the public. Evacuation warnings will be given special attention. An aggressive rumor control effort will be pursued.

2. The Governor or the Press Secretary to the Governor, will release all official Emergency Public Information, (EPI) provided by the GOHSEP Director about State operations and assistance during a disaster. Upon direction of the Governor or the Governor's Press Secretary, this function may be delegated to the GOHSEP Director and the ESF 15 Coordinator.

3. If the event is of such a magnitude that catastrophic news coverage can be expected, the ESF 15 Coordinator will advise the Director whether it would be advisable to activate a JIC. When the decision to activate is made the Coordinator will ensure that all appropriate organizations and individuals are represented and able to function in the JIC. When federal authorities enter into operations they will be integrated into the JIC.

D. RECOVERY:

1. Emergency Public Information activities will continue as long as they are needed. The Coordinator will continue to monitor information needs to determine when activities can be turned to recovery.

2. As soon as possible after the emergency has passed, all agencies involved in the emergency will conduct assessments. Assessments will be used to define the need for resources and strategies needed for future operations. If a JIC had been activated its operations will be evaluated and, if necessary, its operational procedures will be reviewed and changed for future operations.

IV. ORGANIZATION AND RESPONSIBILITIES:

A. The GOHSEP has Primary Responsibility for initiating, organizing and coordinating all aspects of Emergency Public Information.

B. The Support Agencies for ESF 15 are responsible for developing and maintaining plans, procedures and asset inventories to support the Primary Coordinator. Support Agencies include, but are not limited to:

1. The Louisiana National Guard.
2. The Department of Agriculture and Forestry.
3. The Department of Corrections.
4. The Department of Culture, Recreation and Tourism.
5. The Department of Economic Development.
6. The Department of Education.
7. The Department of Environmental Quality.
8. The State Fire Marshal.
9. The Office of the Governor – Division of Administration.
10. The Office of the Governor – Elderly Affairs.
11. The Office of the Governor – Financial Institutions.
12. The Office of the Governor – Indian Affairs.

13. The Office of the Governor – Oil Spill.
14. Louisiana State University Health Sciences Center.
15. The Department of Health and Hospitals.
16. The Department of Justice.
17. The Department of Labor.
18. The Department of Natural Resources.
19. The Louisiana Public Service Commission.
20. The Board of Regents.
21. The Department of Revenue.
22. The Department of Social Services.
23. The Secretary of State.
24. The Louisiana State Police.
25. The Department of Transportation and Development.
26. The Department of the Treasury.
27. The Department of Wildlife and Fisheries.
28. Volunteer Organizations.

**V. COMMAND AND CONTROL:**

Command and Control will be exercised as provided in the Basic Plan.

**VI. CONTINUITY OF GOVERNMENT:**

Continuity of government will be as provided in the Basic Plan.

**VII. ADMINISTRATION AND LOGISTICS:**

1. If local, parish and state resources are inadequate to the tasks assigned; the ESF 15 Coordinator will seek additional resources from EMAC and from the federal government pursuant to a Presidential Disaster Declaration.
2. Every agency providing ESF 15 services will maintain records of the operations, including cost records that can be used after the emergency to obtain reimbursement from state or federal resources.

**VIII. PLAN MAINTENANCE:**

The ESF 15 Emergency Public Information Coordinator is responsible for developing, maintaining and coordinating plans, procedures, arrangements and agreements in support of this ESF.

**IX. AUTHORITIES AND REFERENCES:**

Authorities and references are included in the Basic Plan.

**X. ATTACHMENTS:**

1. ESF 15 Responsibility Chart
2. State – Federal Crosswalk

## Appendix 1

### ESF 15 – Emergency Public Information Responsibility Chart

Agency support to the Louisiana Office of Homeland Security and Emergency Preparedness	Spokespersons	Coordination	Media Facilities	Printing and Dissemination
Louisiana National Guard	X	X		
Department of Agriculture & Forestry	X	X		
Department of Corrections	X	X		
Department of Culture, Recreations & Tourism	X	X		
Department of Economic Development	X	X		
Department of Education	X	X	X	
Department of Environmental Quality	X	X		
State Fire Marshal	X	X		
Division of Administration	X	X		X
Governor – Office of Elderly Affairs	X	X		
Governor – Office of Financial Institutions	X	X		
Governor – Office of Indian Affairs	X	X		
Louisiana Oil Spill Coordinators Office	X	X		
LSU – Health Science Center	X	X		
Department of Health and Hospitals	X	X		
Department of Justice	X	X		
Department of Labor	X	X		
Department of Natural Resources	X	X		
Public Service Commission	X	X		
Board of Regents	X	X	X	X
Department of Revenue	X	X		
Department of Social Services	X	X		
Secretary of State	X	X		
Louisiana State Police	X	X	X	
Department of Transportation and Development	X	X		X
Department of the Treasury	X	X		
Department of Wildlife and Fisheries	X	X		
Volunteer Organizations *	X	X		

\* To include private relief organizations (i.e. American Red Cross, Salvation Army, Mennonite Disaster Service, etc.); private industry; professional associations and participants in mutual aid agreements, etc.

**Appendix 2**  
**ESF 15 - EMERGENCY PUBLIC INFORMATION**  
**STATE - FEDERAL CROSSWALK**

State  
Support

LANG	DHH
DAF	DOJ
DOC	DOL
DCRT	DNR
DED	LPSC
DOE	DOR
DEQ	DSS
DOA	LSP
G-EA	DOTD
LOSCO	DWF
LSU-HSC	VOAD
G-IA	SFM
BOR	SOS
DTREAS	GIF

State  
Primary

GOHSEP

EOC

Federal  
Primary

DHS-FEMA

Federal  
Support

USDA	DOT
DOC	DOS
DOD	ARC
DOE	EPA
HHS	FCC
DOI	GSA
DOJ	NRC
DOL	SBA
ED	NASA
HUD	OPM
TREAS	SSA
VA	TVA
USPS	USAID